



1 Park features and infrastructure should contribute to and enhance the park's role as a multi-modal crossroads.

Capitalize on the Canal: Erie Canalway Trail, Genesee Valley Greenway, Riverway Trail. Canal trail has an estimated 102,000 annual users alone. 75% are bike riders. Need to enhance ability for canal through riders to take advantage of recreational opportunities, camping, etc.

Enhance Community Walking Infrastructure: Rate of leisure walkers is very low. Relatively low neighborhood-level walking (walk to park), but rate of drive-to-park leisure walkers is high. Need to provide adequate multi-use trail network and adjacent connections to serve all types of users: wide trails, looped paths, distance markers, safe / visible parking, quality walking experience, dedicated walking-only paths, extra wide loops and paths safe for bikes/ runners/walkers to co-exist.

Bikes and Boats: Circulation and trails, including blueways, are a major component of the park and perhaps the most significant, considering the lack of general connection to the broader city grid. Park design and infrastructure must be dedicated to biking as multi-modal option. Accommodate commuter biking and provide sufficient bike parking for all facilities. Park must also serve as a hand-carry boat epicenter, allowing access to multiple nearby waterways. This requires significant upgrades to boat and dock infrastructure.

Wayfinding: A number of number of trails converge in GVPW and wayfinding is a major issue for all orientation skill levels. A comprehensive wayfinding signage program must accompany circulation improvements.

Greenway Incomplete: Current missing link south of park limits access to all points south (unsafe road riding not suitable for recreational users). Trail is outside city boundary and park, but NYS Parks/ NYSDOT must fix missing link in order to complete Greenway link to City.

Bus Infrastructure: Many bus routes serve the park and provide good mobility, however, the integration of bus facilities into the park circulation is extremely poor and negatively effects park users. Redesign vehicular / bus circulation to minimize conflict with other park users (includes UR buses) / remove "park & ride" distinction.



2 Rethink spatial organization of park features that are no longer constrained by past limitations.

Constraints that No Longer Exist: Existing park layout and circulation is a direct design result of constraints that no longer exist, including former buildings and the railroad / canal.

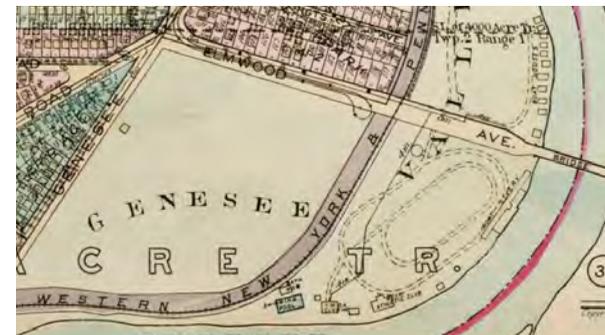
Circulation Links are Fragmentary: Facilities / parking / recreation features have been added and removed for more than 100 years, creating retrofitted linkages without comprehensive circulation design.

Newly Contiguous Park Land: Park land has only been contiguous since late 1970s (after previous master plan) and funding has never been in place to rethink the park as a whole contiguous piece of land.

Historic Attempts to Relocate Railroad: Attempts to deal with design constraint of railroad began when park was originally designed (1890) Additionally, the park was designed at a time when the automobile was not in mass-production / wide acceptance.

Successful Use of Rail Corridor Since 1970s: City has successfully used rail corridor for trail development since it has been abandoned (and expanded parking) but holistic circulation design has not been developed.

Corridor Now Serves Utilities: Rail corridor now serves as major utility corridor which complicates reorganization of facilities. It is important to understand the new constraints of the utility corridor, which may impact feasibility of building locations or other major facilities.





3 Renew park ties with significant history and re-establish visual ties between east and west.

Significant History: Defined as one of the six great pastoral Olmsted parks. Distinction has irreplaceable value. Olmsted value will increase dramatically if rehabilitated. Genesee Valley is potentially more historically significant than much-loved Highland Park due to Olmsted's desire to work on the river above all else.

Significant Funding: Park is on a national stage because of its history. Significant public and private funding available for historic rehabilitation projects, especially for Olmsted

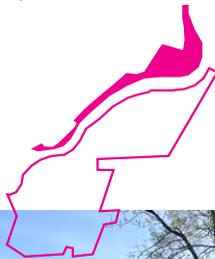
Secretary of the Interior Standards: Rehabilitation is the preferred overall Secretary of the Interior standards treatment - over preservation, restoration and reconstruction. Some restoration, reconstruction and preservation is appropriate on a feature/small-area basis (bridge, trees). Few features remain from the park's period of significance, but those that remain should be treated appropriately. Preserve / reconstruct bridge is short-term high priority.

Rehabilitate the Concept, Not Condition: Rehabilitate the park toward the historic concept, not the historic condition. Preserve the visual character of the wide river plain by minimizing visual impact of facilities in the main park area south of Elmwood.

National Register / National Landmark Status: Park (entire GVP) should be individually listed on the National Register, with ultimate goal of National Landmark status for the entire Olmsted park system. Must be rehabilitated towards original concept to make a contribution towards and achieve national register / national landmark status.

Period of Significance: Period of significance is determined to be wide ranging, from 1890 (Olmsted work began in Rochester) to World War II when park management shifted to a more utilitarian approach. Character of any new facilities should be clean, modern and appealing but reflect a style from the park's major historic periods. Any and all treatments must consider the entire GVP context as the period of significance pre-dates the County/City east/west management division

Resist Design Fashion in Infrastructure: Active recreation use of west side of river is potentially damaging to broader park experience without a long-range plan, as recreation demands increased facilities turn-over and is easily subject to whims and design trends that may be incompatible with preservation goals.



4 Modernize building facilities to meet current and future demand.



Attendance and Demand: Sports Complex (ice/pool/sport court) attendance is not as high as it should be based on population and services provided - comparative analysis to similar facilities in similar climate. Summer: 20K combined pool/court users vs. 30K+ for city with 30% less population. Demand is there for recreation services offered but users with choice prefer other facilities.

Downtime: Indoor sports complex requires 4 to 6 weeks per year downtime to change surface. Dedicated facilities would be more cost efficient and allow expanded use.

Water Sports Demand: Demand is high for Waterways Center / water sports access, but facility cannot accommodate more growth. Unplanned waterfront facilities growth (east side currently) causing impacts to broader park integrity - potentially

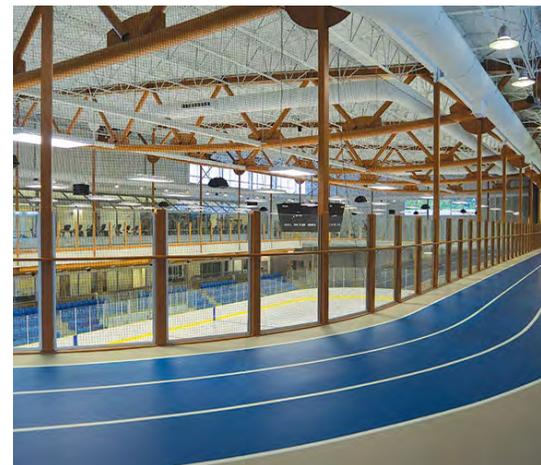
Field House: Field House is well-used but needs modernization/upgrades. There is no dedicated off-street parking for facility. Vehicles park on lawn around building.

Competition from Private Facilities: Private / for-profit facilities with year-round access are gaining popularity for those who can afford fees. This reduces diversity of user base and can result in low-funding-maintenance loop.

Modernization and Appeal: All building structures need modernization and increased visual appeal. Many are beyond life expectancy. However, new infrastructure must be appropriate for the park's history.

Recent Upgrades: Recent equipment replacements partially extend life of facilities but do not attract increased attendance or offer additional services - maintenance-only replacements.

Bathrooms: Building bathrooms (GWC) not always obviously accessible or limited use during events, portable bathrooms are undesirable.





5 Re-prioritize and enhance sports fields, playgrounds and picnic areas.

Lack of Ball Field Amenities: Ball fields are used but given choice many leagues prefer alternate facilities with amenities. Fields have no dugouts, practice areas, some with limited shade and seating for spectators. Spectators use shaded grass over bleachers on hot days.

Ball field #4 has had some improvements but is not the preferred choice for hard ball leagues. Also impacted by alternate uses that increase maintenance costs (events, parking,

Ball fields north of Elmwood (#5 and #6) have drainage issues that often limit use. Need to balance usable sand-lot type fields for neighborhood use with fields that include desirable amenities. Ball field 3 impacted by nearby drainage issues, standing water around spectator area.

Multi-use Fields: Multiuse field is impacted by ball fields. No dedicated soccer/football area. Create dedicated multi-use / soccer or football fields that serve cultural populations that do not play base ball.

Tennis: Tennis courts are well used but require reconstruction or relocation due to ground water or insufficient base design. Relocate and integrate tennis courts into higher intensity, visible areas. Reorganize to share tennis parking with additional facility parking needs.

Playgrounds: Playground serves the neighborhood but is in poor shape and does not appeal to kids older than 5 despite age rating on equipment. Not appealing for kids, especially those with potential access to other facilities. Need to provide substantial and varied playground amenities for neighborhood kids of all ages. Create area-wide draw with playground to increase exposure to other recreation and fitness experiences at the park.

Picnic Areas: Picnic area and grills in grove is used heavily during summer / weekends but vehicles going off-road causing damage to significant trees, trash left everywhere. Need to eliminate vehicular access to wooded grove of significant trees. Provide drive-up picnic areas in another location and limit grove to walk-up use.



6 Establish a local benchmark of how park land should interface with the river, include green infrastructure and enhance the ecological recreation experience.

Stormwater and Green Infrastructure: Untreated storm water from pavements and park areas is discharged to river, increasing river pollution and water temperature. Need to develop green infrastructure plan for storm water capture and treatment before discharge into river.

River Bank Ecology: Ecological gradients (moisture) between land and river are not as diverse as they should be to create positive impacts on river and provide diversity of recreation experience. Increase diversity of riverbank ecology through selective bank cut, riparian-area development, and native plantings.

Vegetation: Shoreline includes thick understory vegetation and heavily wooded. Current maintenance scheme requires yearly cut back to allow visual and physical access. Process requires excessive maintenance and costs. More pronounced on east side. Selectively thin river bank trees for visual interest and replant understory with native mass plantings that compliment the riparian edge and do not require yearly cutting.

Significant Trees: Park includes significant historic trees that should be protected and managed. No succession plan is currently followed for significant trees. Trees are planted in all available non-recreation field open areas resulting in loss of visual diversity. Protect significant historic trees and develop a park tree management plan that protects the diversity of species and visual contrast.

Turf Maintenance: Maintenance costs for lawn mowing is substantial at more than \$1K per acre/year for non-recreation field areas. Recreation field turf maintenance is substantially more. Convert non-recreation field turf to prairie, meadow or drainage wetland. Recreation management journals are new proponents of this conversion for economic reasons.

Sedimentation and Maintenance: River has excessive sedimentation, partially due to natural character of upstream soils but also due to agricultural land uses south of City. River characteristics do support healthier ecology than downstream (north) of urban center. Utilize dock and revetment infrastructure location and design that reduces impacts of sedimentation on water recreation experience.

Bank Cut Harbor: Natural resource-based recreation is highest growing recreation sector. Water sports recreation is heavily reliant on quality of river experience. Develop bank cut harbor to increase shoreline diversity, park experience, and provide alternate novice water sports area and kayak beach entry.





7 Plan circulation and facilities infrastructure to promote both the neighborhood and the regional draw.

Park is Surrounded by Barriers: Surrounding land uses are enormous barriers to connectivity and mobility. Park is surrounded on 3/4 sides by land uses that prohibit access. Park is only connected to the urban street grid on 25% of periphery the 19th Ward and PLEX.

Airport: Airport is 900 acre barrier that includes airport-centric industrial land uses.

Limited Access Choices: I-390 highway, Erie/Barge Canal and the Genesee River act as barriers that funnel pedestrian and vehicular traffic to choke points.

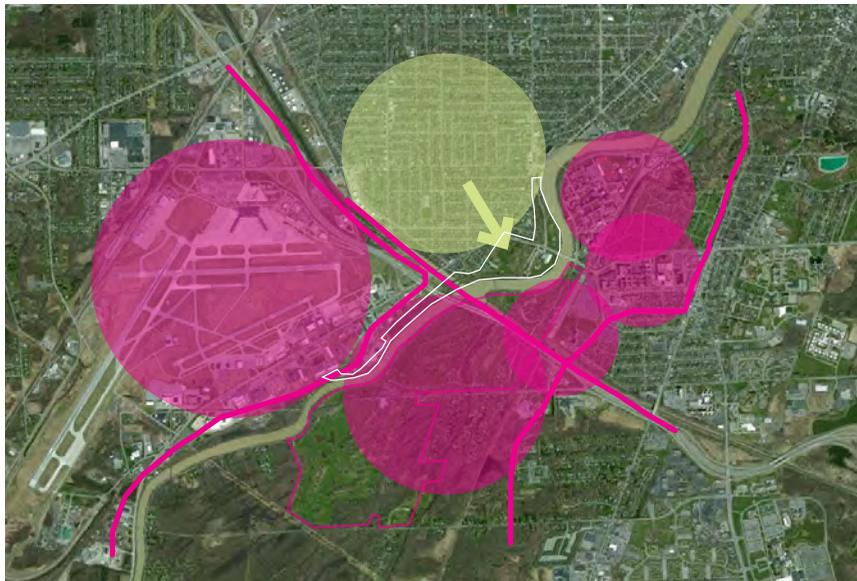
U of R Blocks Eastern Neighborhood Access: University of Rochester is pedestrian focused (internally) but acts as a large adjacent land use, separating neighborhoods from the park.

Medical Center and Parking: URM Medical Center requires substantial amount of parking which has been placed at periphery of park. Created inhospitable access to nearby parkland from UR and Medical Center and neighborhoods beyond.

Park Size as a Barrier: Genesee Valley Park (eastern portion) also limits mobility to an extent, functioning as a large land use that separates neighborhoods from the active recreation experiences at GVPW.

Neighborhood Park with Regional Facilities: Park context makes it serve as a neighborhood park for 19th Ward and PLEX, but the park has facilities, infrastructure, size and natural resources of regional park.

Accommodate Vehicular Needs: Park's inhospitable land use context necessitates increased vehicular draw from surrounding areas to increase user base. The park would be much more successful if it were surrounded by more residential neighborhoods - but the current context requires careful consideration of vehicular circulation.



8 Respond to the health care and fitness crisis by focusing on wellness and developing new public-private partnerships.

The Rise of Inactivity: Fitness remained stable throughout the 50s, 60s, 70s, but physical inactivity rates have risen more than 35% since 1980s. Lack of recreation and leisure experiences are directly linked to public health issues that are increasingly common and have had high-profile impacts on politics, society and the economy.

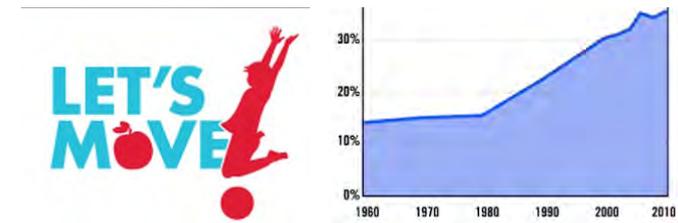
The Recent Trend of Health and Wellness: Recent "trend" toward healthy living is more than a "trend" - it is the early stages of a massive critical response to a genuine crisis.

The Impacts of Inactivity: 75% of all US health care expenditures are a result of chronic diseases, with a focus on those linked to inactivity and obesity.

Inactivity Rates and Health Care Spending: New York has the 6th highest inactivity rate and health care spending is \$8,342 per capita. Utah has the lowest inactivity rate in the nation and also has the lowest health care spending per capita (\$5,031). This includes employer benefits and Medicaid spending.

3-Mile Radius Around GVPW: Out of pocket health care costs for residents in the 3-Mile radius area around GVPW totaled \$116,148,419 in 2012. This does not include personal care items, or any portions of insurance paid by employers or Medicaid - only out of pocket expenses. It's also low, considering the majority of land uses do not support a residential population.

Shift and Increase in Recreation Resources: A radical increase in resources devoted to wellness and healthy living is the national strategy being developed to combat inactivity and health care costs. Includes a proliferation of health and wellness programs, including increasing role of public-private partnerships and employer programs.





9 Plan facilities and programming accommodate multi-generational, multi-purpose, and long-term recreation trends.

Unprogrammed Recreation Demand: Reductions in leisure time result in reduced demand for organized sports. Increased demand for flexibility, choice, unstructured gym time, personal outdoor experiences, no set schedules, no long seasons leagues or multi-week tournaments.

Economic Disparity and Diversity: Income is a key variable in participation rates. Equipment-focused sports are inaccessible for some households. Fees moving towards ability-to-pay rather than age-based. Diverse cultural participation requires broader programming, as some cultures only have interest in sports with simple equipment needs like soccer.

Facilities Consolidation: Trend for public facilities is the same as market-trends of less but larger, more efficient facilities, all under one roof. Facilities need to provide multi-purpose and multi-generational opportunities.

Resource-Based Recreation: Trails are the #1 desired amenity for all parks and open space. They are multi-purpose, self-programmed, and serve to enhance connectivity. Water sports are also seeing a demand increase for similar reasons (equipment costs and safety are an entry-barrier, learn-to swim is important). To encourage users trails and waterfronts must be monitored and managed similar to other “equipment” or users will quickly find better options if choice is available.

Tobacco Free Parks: A polarizing issue but trend is clear. Even 28% of smokers support tobacco-free parks. It’s insincere to promote wellness and fitness while condoning a widespread public health issue.

Access to Fitness Equipment: This includes community gyms and fitness centers as well as outdoor gyms with weather and vandal resistant fitness equipment for strength and cardio training, free for all to use.

Sports Tourism: Mega-sporting events include community runs, marathons, regattas, and triathlon, and result in long-distance travel for many participants and families. Sports tourism has been good for local economies and is one of the fastest growing segments of the industry. It requires excellent facilities, and sophisticated marketing / planning. Events are often operated by non-profits or businesses that seek to use public facilities.

Aquatic Facilities: General trend is toward multi-generational/purpose facilities with pools, slides, spray areas, zero-depth entry, lazy rivers. Users will travel long distances to experience large and quality facilities. Aquatic facilities are popular for all ages and also allow for wellness programming such as aquatic therapy and injury training. Some trends move toward spray parks replacing pools, but swimming is a core skill for and is especially important for minority and lower income population where drowning rates are 300% higher.

Mobility/Accessibility: Accessibility includes not just required ADA access to buildings and facilities but providing recreational experiences to those with disabilities. Mobility trends show that increased resources are going towards planning for how users will get to a park, whether dedicated trails, community ride share, and ease of direct access from neighborhoods.

Technology: Digital fitness tracking expected to see incredible growth (32 million people by 2016, from nearly 0 in 2005). Devices now in cell phones, or other low cost electronics, to record workouts, collect performance data, goal setting, share with friends, doctors and insurance. May also contribute to lower individual health care costs similar to vehicle insurance for auto-tracking. Even as an immature technology it’s a \$70B/year industry.

Other: Natural / adventure playgrounds, looped/ distance-marked walking paths, half-sized fields.

10 Focus on exceptional experience and attraction to the park over perceived demand and recreation “standards”.

Standards No Longer Apply: Recreation standards (number of facilities per capita) were discontinued by National Recreation and Parks Association in 1995. The NRPA revisions now function as general guidelines and they recommends that facilities planners consider local conditions and specific demand rather than a set number or ratio of facilities per capita.

The Experience Economy: Residents are increasingly seeking quality recreation experiences while cutting back on other necessities - even during a recession. But providing goods and services is no longer enough. Studies show that we receive more pleasure and satisfaction from investing in quality experiences over material goods - this is the Experience Economy.

Let Demand Rise Above Supply: Meeting perceived demand by maintaining a standardized number of facilities may be less important than actually making people want to use the park that has wonderful facilities. The best case scenario is that demand outstrips supply and the park is very well used and maintained, resulting in increased willingness to fund additional programs and services. Special attention needs to be directed towards equal opportunity of facilities - not pay-to-play however.

Desirability and Diverse User Base: Public parks are being used more than ever, but the Trust for Public Land notes that there is quickly a point where a park stops attracting people who have choices (more money and more free time). The park is unhealthy if it cannot attract a diverse user base and results in a low-use-low-maintenance feedback loop.

Those Who Can Pay Will Pay: Quality facilities significantly increases the willingness to pay by those who can afford it which results in increased operating expenditures. The trend is toward much higher quality facilities but less of them, as well as public-private partnerships.

